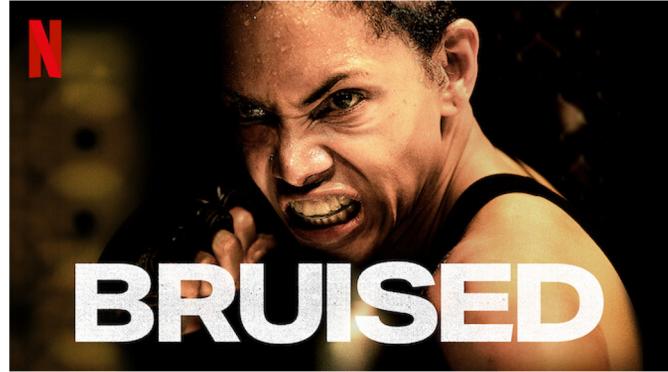


NETFLIX

Group 1

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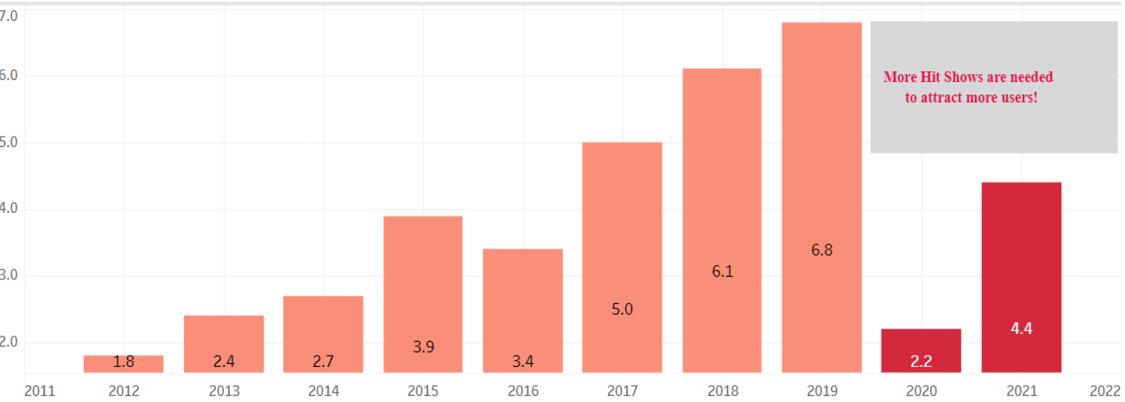
Popular Shows





Netflix, Inc. is an American media streaming and video rental firm started in 1997. Netflix originated as a membership business that allowed consumers to rent an unlimited number of DVDs. Currently, it also participates in the development of original programs. Firms have followed Netflix's example and used new technology to offer streaming service. Amazon Prime Video, YouTube Premium, and AppleTV+ become the main competitors for this service. Moreover, the tendency of revenue growth decreased in recent years. Our team intends to analyze the historical data of Netflix and to develop different strategies to boost subscribing rates and gain market share.

Netflix Subscriber Growth from 2012 to 2021 (Million)



Netflix

After Covid-19 began, subscriber growth at Netflix took a Hit in 2021 **Squid Game** happened and generated huge profits for Netflix. Hence, More **Hit Shows** to Increase Subscriber Growth.

Customer profile



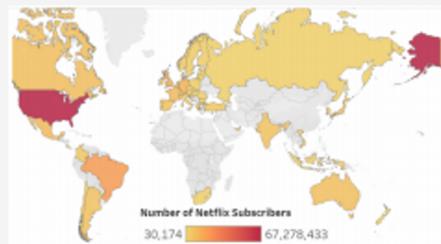
From the data analysis, we notice that Main Subscribers are

Age: 18 to 39

**Income Range:
Middle to High**

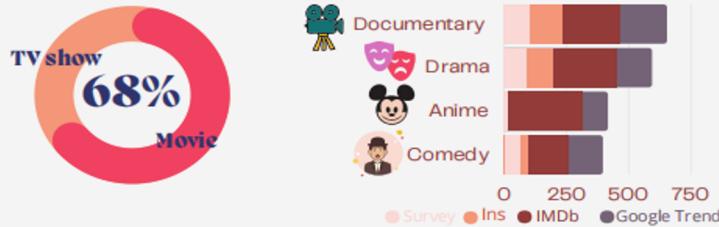
Geographically,

North America & European are the main battlefields.



Popular Genre

Netflix currently contains 1957 TV shows and 4206 Movies. Among them, Movie takes 68 percent of the total works.



Most frequent genres on Netflix: Drama, Comedy, and Documentary

Most popular genres on Netflix: Documentary, Drama, and Anime

Hit shows insights

From the Critics from Rotten Tomato, we notice that subscribers care about **Emotional connection, Performance, Visual Effect, Twist in moves and shows.**

This also reflects the key elements of today's hit show:

- Strong visual design
- Reflection on social phenomena
- Evoke the audience to resonate



In the post-epidemic era and in the face of other streaming competitions, Netflix needs more hit shows like Squid Games that generated global attention to attract potential customers to deal with slowing revenue.

Let's Go To Our Story~

<https://prod-useast-b.online.tableau.com/#/site/dota2tableau/views/5800InteractiveApplicationGroup1/Final?:iid=1>

Conclusion

Overall, our objective is to boost Netflix subscription rates while reducing market or content costs. By analyzing the importance of hit shows, competition, customers, film and television content, and the characteristics of film and television content, we can summarize the corresponding characteristics of each of them so as to formulate more advanced strategies.



Thank you !!

Data Source:

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